MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

BMM3114 – MULTIMEDIA AND MANAGEMENT

(All sections / Groups)

12 MARCH 2016
2.30 p.m. - 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages with 5 Questions only.
2. Answer **ALL** questions.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

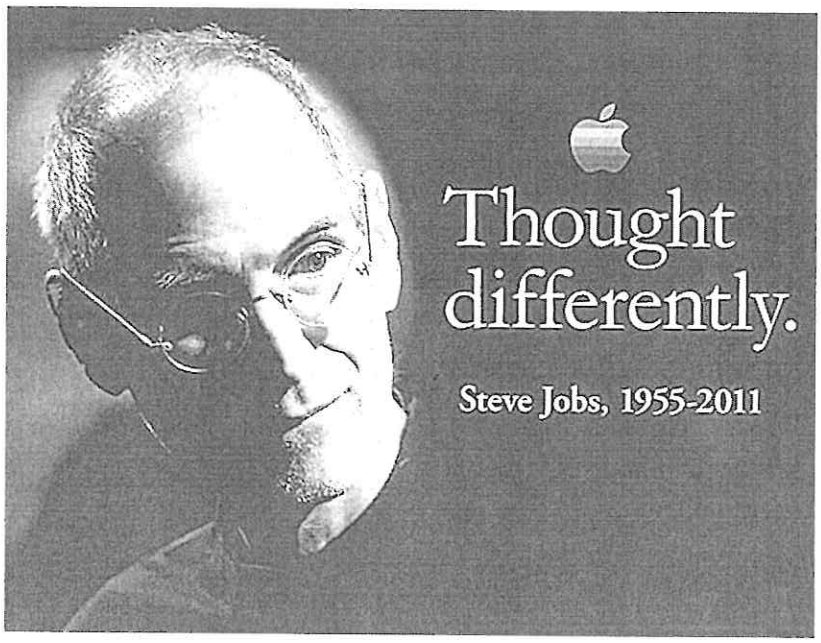

Figure 1

a.) Figure 1 shows a quote given by late Steve Job.

i. What is the type of font is used by the quote? (2 marks)

ii. Does the font used by the quote in Figure 1 is appropriated and why? Please give 3 statements to justify your answer. (15 marks)

b.) True or False for the following statement.

i. Kerning is the spacing between character pairs. (1 mark)
ii. The wide-than-all orientation normal to monitor is called landscape. (1 mark)
iii. High-resolution monitors can make attracting-looking and varied characters because there are more fine little circle. (1 mark)

QUESTION 2

a.) According to Figure 1, what type of image is used to make this image? Explain 2 reasons why this type of image is used. (6 marks)

b.) Explain where and how you might use animation in one of the following projects.

i. E-learning website for cooperate company. (5 marks)
ii. A presentation slide for shareholders of a financial report. (5 marks)

Continued ...

c.) True or False for the following statement.

i. PAL is one of the television signal format. (1 mark)
ii. Good lighting is essential for quality video results. (1 mark)
iii. Marker test is used to check smoothness, continuity and timing of an animation. (1 mark)
iv. JPEG is the most widely supported for web animation. (1 mark)

QUESTION 3

WEB 2.0
Definition

O'Reilly (10-december-2006):

"Web 2.0 is the business revolution in the computer industry caused by the move to the internet as platform, and an attempt to understand the rules for success on that new platform. Chief among those rules is this: Build applications that harness network effects to get better the more people use them. (This is what I've elsewhere called "harnessing collective intelligence.")"

Figure 2

Figure 2 explained what is Web 2.0. Explain 5 ways on how do you used web 2.0 to complete the bidding proposal in this course (BMM3114 Multimedia and Management). (20 marks)

QUESTION 4

Describe 5 ways to accurately predict the time, resources and budget needed to complete a multimedia project. (20 marks)

Continued ...

QUESTION 5

You a given a task of managing a design and production team to complete an interactive web site for your cooperation. The site is to use the latest 3D interactive representation. This design team consists of a writer and a designer, and the production team includes two programmers. Would you make sure the design and storyboard were done before beginning production, or would you start and allow the design to be changed during the production process ? How would factors such as the client, the technology, and the relationship between the design and production team affect your approach? (20 marks)

End of Paper